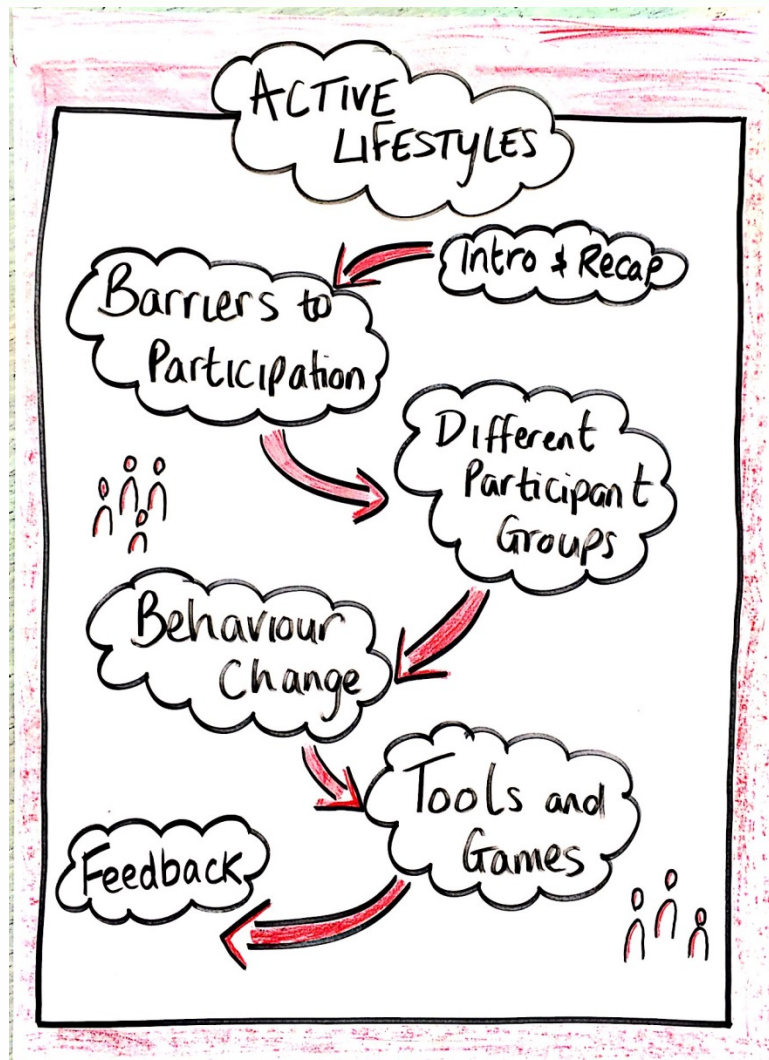


Encouraging Active Lifestyles

Module 3





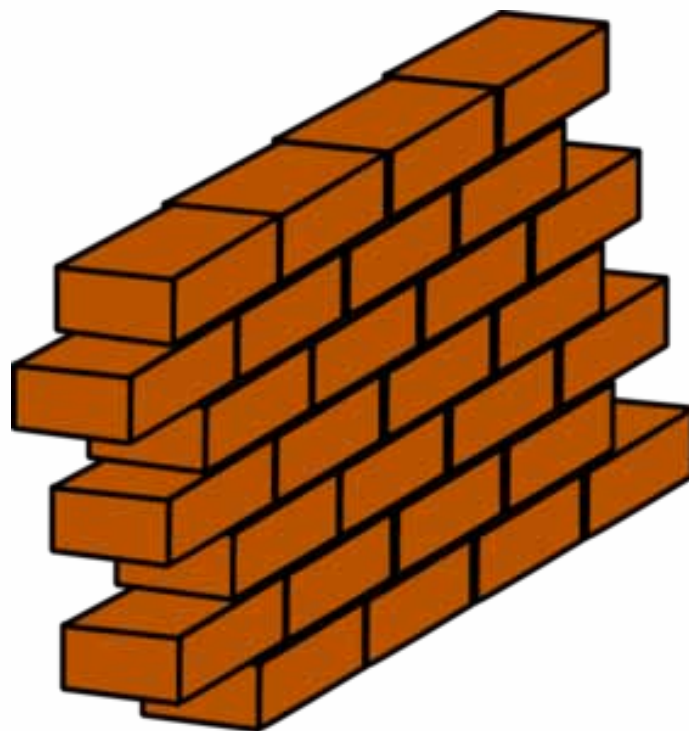
- To understand the barriers to participation, for a range of participant groups
- To understand the needs of different participant groups
- To understand the principles of behaviour change and how to help an individual become more active
- To develop tools to help engage a range of participant groups in sport and physical activity

YLAB Training recap

What have you learnt so far?

Relay Race!

Barriers and solutions wall

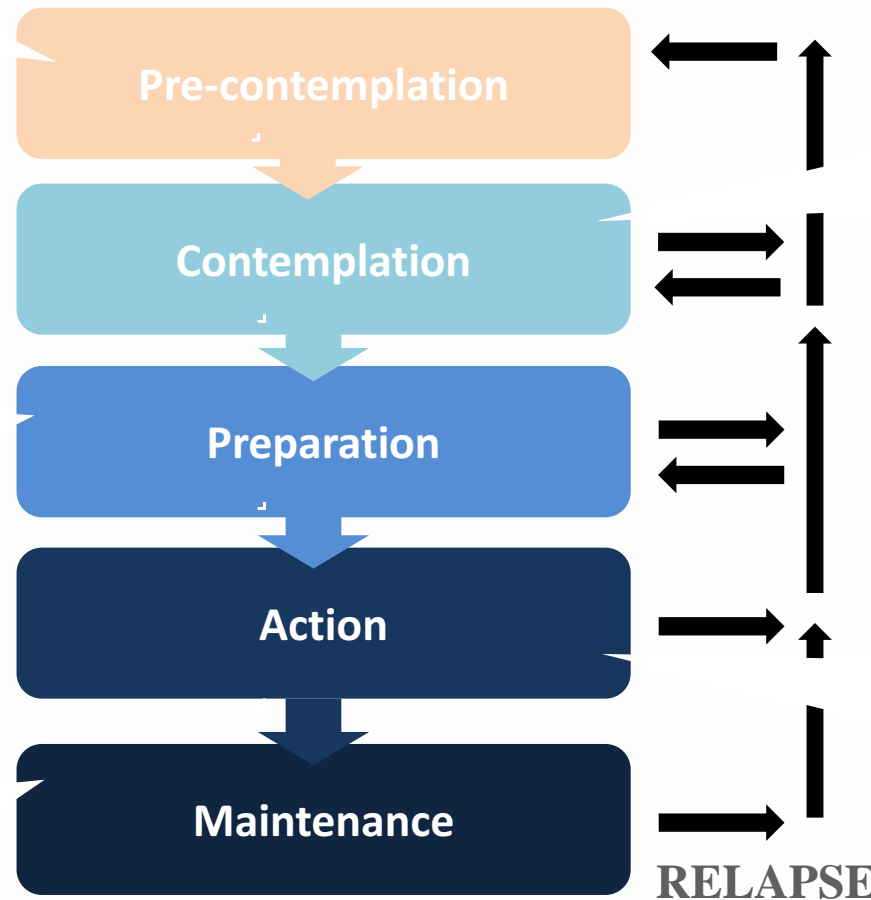


- Not everyone is currently active
- Some people don't take part in any sport or physical activity
- Some people want to take part, but they just haven't quite done it yet
- Now we are going to think mostly about those people, and how we can change their behaviour.

The message falls on stony ground, I'd rather do something else!

'I've finally signed up for dancing lessons'

'Having to work on a Sat morning – this is the first time I've missed footy practice in years!'



'I've been thinking about maybe joining a gym but they're so expensive!'

'Trying to go to the gym once a week but doesn't always go to plan!'

SOURCE: Prochaska and Diclemente Transtheoretical Model of Behaviour Change

- An individual's readiness to change depends on how far along the stages they are
- People can enter at any stage
- Some people repeat a stage more than once!
- People can move backwards and forwards – that's normal!

- Not thinking about changing their behaviour or becoming active
- Rather be doing something else!
- Not even looking at the messages/marketing

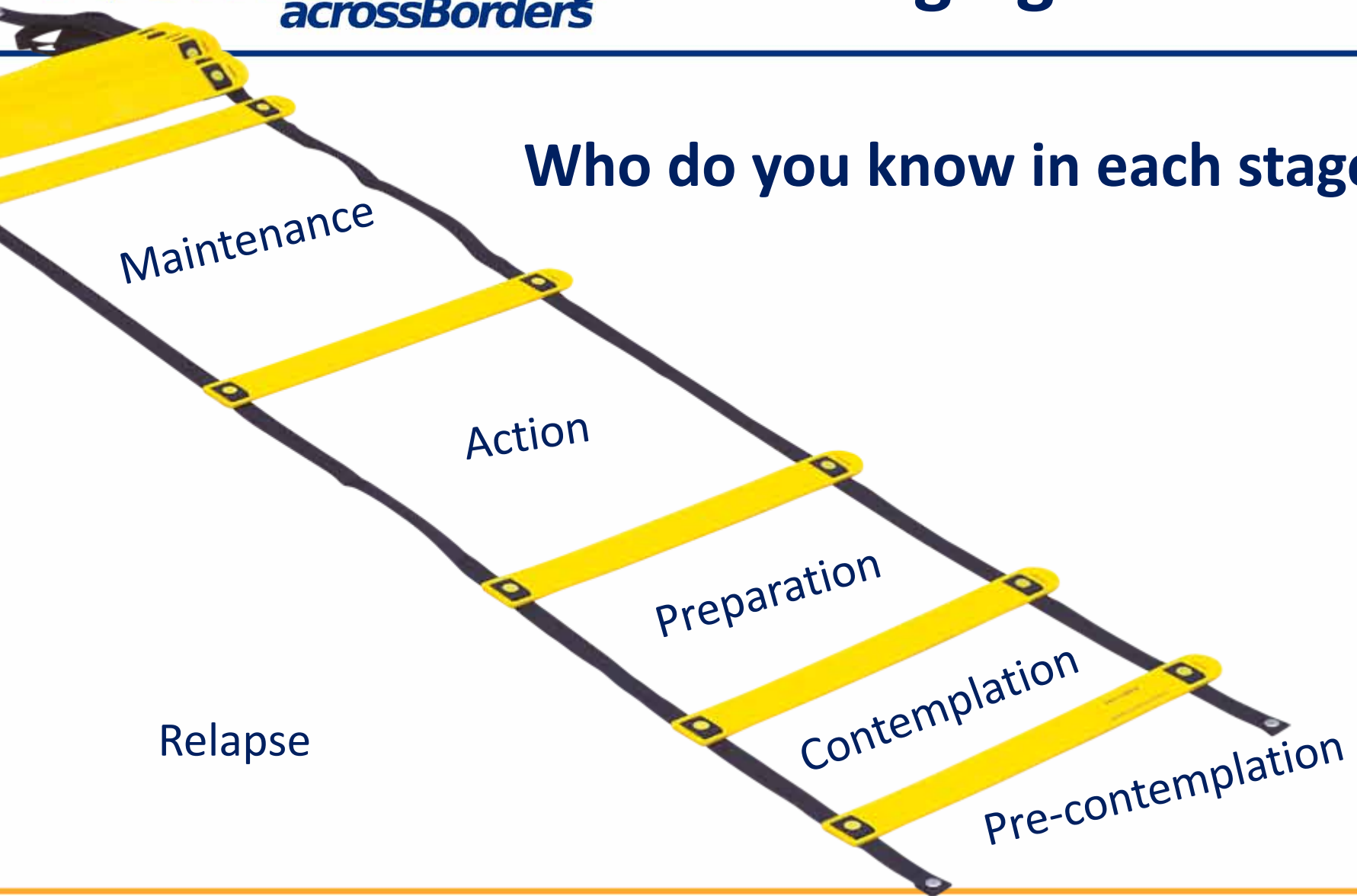
- They have thought about becoming active, but haven't done anything about it yet
- “I'd like to join a gym, but they are too expensive!”
- Might have seen some of the messages/marketing

- They have looked at some options and intend to start doing something
- “I’ve signed up to dance lessons!”
- They’ve done something that will help them start being active, but they haven’t started yet

- They have started doing something...
- “I’ve started going to the gym, trying to go once a week but it doesn’t always work out!”
- They’ve made the decision to start going and have had their first session

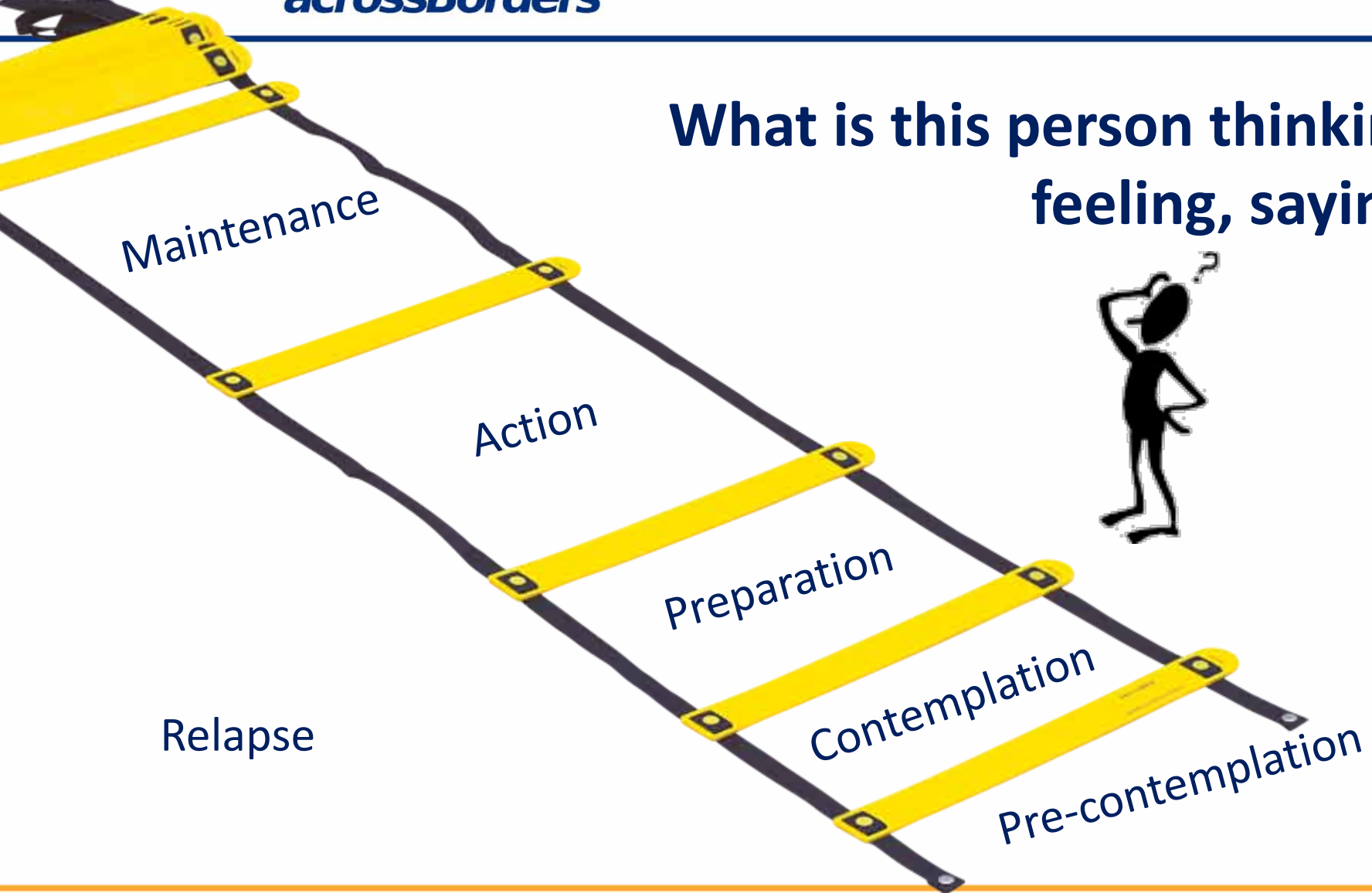
- They have been active for a while and are doing activity on a regular basis
- “Having to work on a Sat morning – this is the first time I’ve missed footy practice in years!”
- They are now active and would call themselves an active person

Who do you know in each stage?



Bringing it to life!

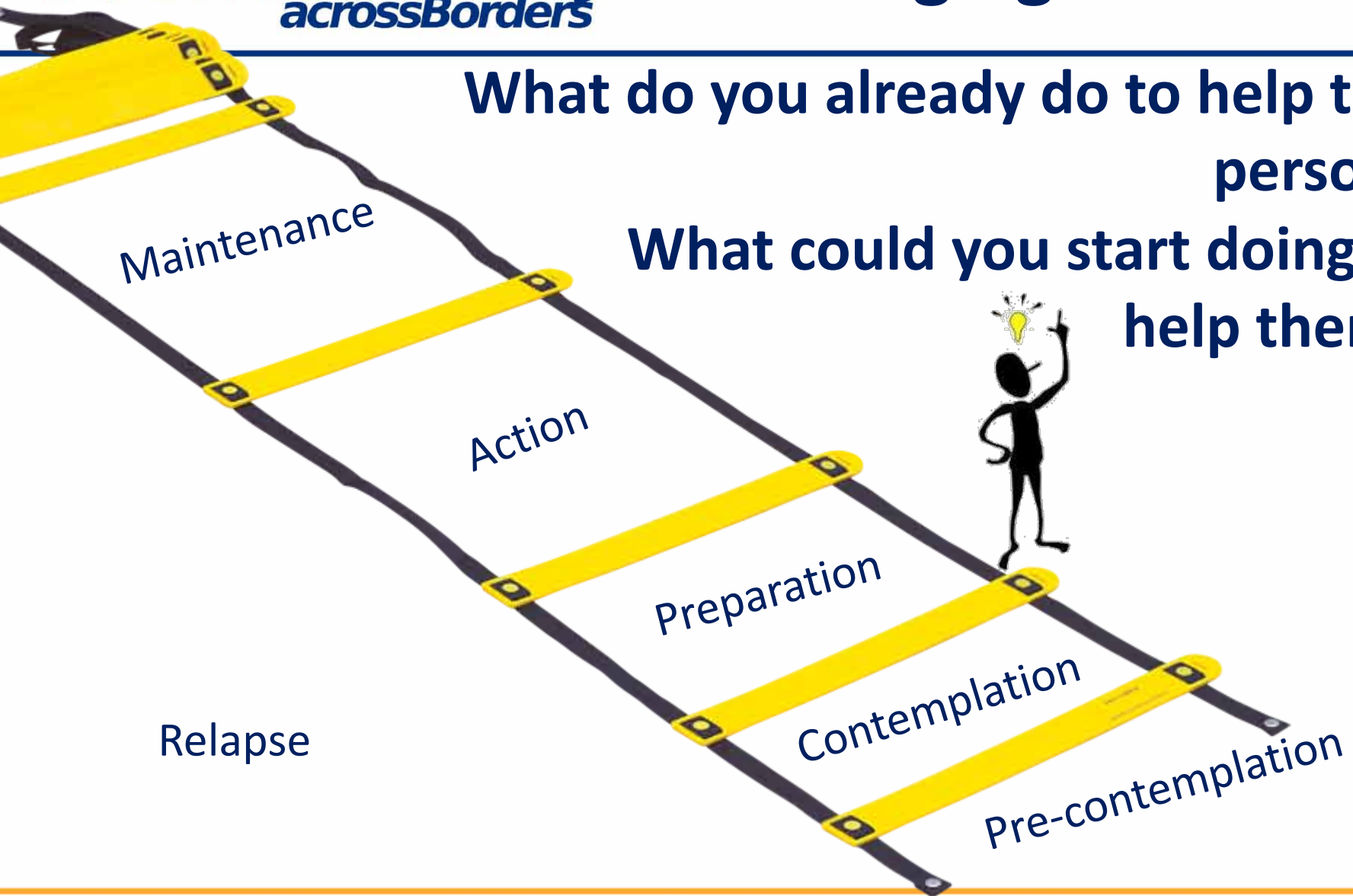
What is this person thinking,
feeling, saying?



Bringing it to life!

What do you already do to help this person?

What could you start doing to help them?



- **Motivation** – the person needs to want to change! We can help them to become motivated
- **Self Esteem** – how the person sees themselves, do they think they can do it? We can help them with this and build their self esteem

- Tailored approach
- One size does not fit all
- Be patient
- Move one stage at a time

Games Time!

Here is your toolkit...

- How are you going to encourage others to be physically active?
- Write your pledge on your card
- Is anyone happy to share?



**I pledge to help others be physically
active by...**



@YLABProject



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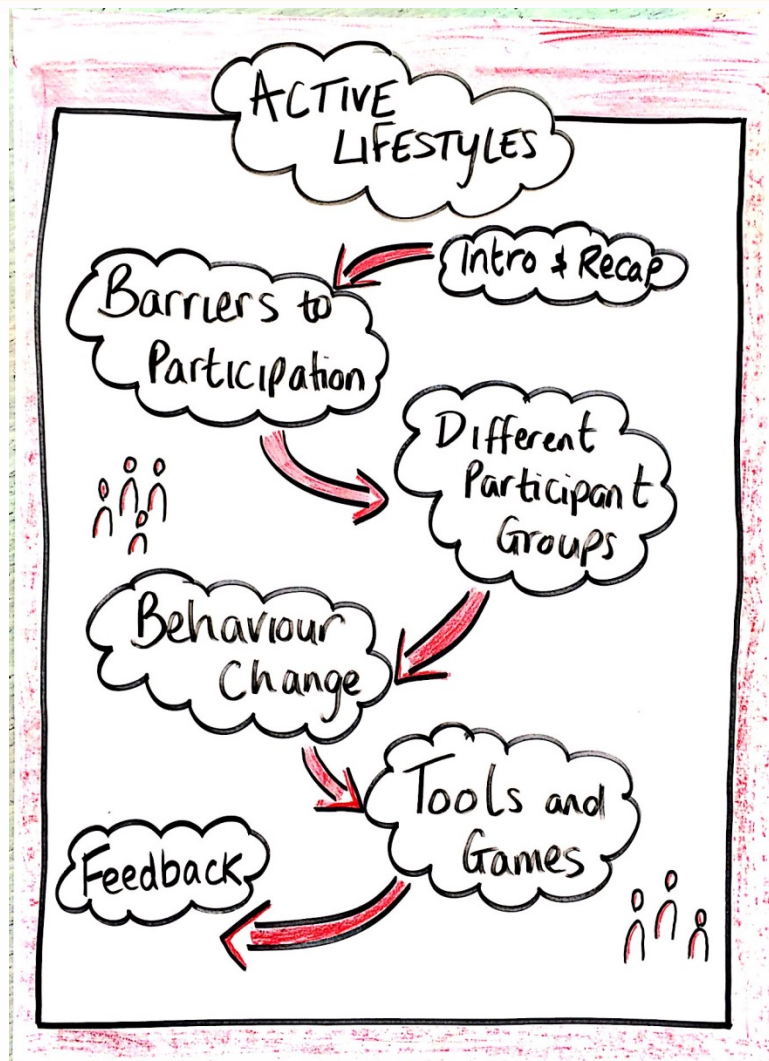
#joinlearngrow



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On the flipchart, tell the trainers

What Went Well?

Even Better If?



Keep in touch on social media...



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